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BUFFALO TRACE DISTILLERY ANNOUNCES RETURN OF *HOLIDAYS AT THE TRACE* WITH NEW COMMUNITY GIVING PROGRAM, SPIRITED NIGHTS EXPERIENCES AND FAMILY-FRIENDLY HOLIDAY FUN

The annual holiday tradition returns December 3-27 with festive lights, visits from Santa, seasonal treats and opportunities to support local nonprofits

FRANKFORT, KY (November 20, 2026) – Buffalo Trace Distillery today announced the 28th return of its annual *Holidays at the Trace* celebration, welcoming guests to experience the holiday season across the Distillery's historic campus select nights from December 3-27. The complimentary holiday tradition will feature thousands of twinkling lights and holiday decor, family-friendly activities, seasonal food and beverage offerings, visits with Santa, and the return of the Distillery's popular *Spirited Nights* experience. New for 2026, *Holidays at the Trace* brings even more holiday magic with visits from Santa Claus every night during *Spirited Nights*, Buffalo Trace-inspired holiday tales at the John G. Carlisle Cafe, and the chance for guests to give back through the Distillery's Spirit of Giving Trees program benefiting local nonprofits.

Set throughout Buffalo Trace Distillery's historic grounds, *Holidays at the Trace* offers a uniquely Kentucky holiday experience that brings together families, friends and visitors from across the region to create seasonal traditions and lasting memories.

The 2026 *Holidays at the Trace* experiences include:

- **Spirited Nights:** a complimentary, 16-night family-friendly event inviting guests to explore Buffalo Trace Distillery after-hours for a one-of-a-kind holiday experience. This signature event features two unique experiences:
    - ***Holiday Lights Experience***: Visitors will stroll the Distillery's grounds immersed in thousands of twinkling lights, including a 60-foot-long light tunnel and themed holiday displays. Along the way, guests can enjoy seasonal food & beverage offerings, including hot chocolate and cookies from the John G. Carlisle Cafe. Guests 21+ may also enjoy complimentary tastings of Buffalo Trace Bourbon Cream. Spirited Nights takes place December 3–6, 10–13, 17–22, 26 and 27, from 5:30 to 9:30 p.m. Reservations are required and can be found at www.buffalotracedistillery.com/visit-us/distillery-events/spirited-nights.
    - ***Cocktails & Cheer****:* Guests aged 21+ seeking a festive experience can upgrade their reservation for $25 and enjoy access to the *Spirited Nights: Holiday Lights Experience* in addition to a flight of four handcrafted holiday cocktails inspired by the 12 Days of Christmas. Featured cocktails include Seven Swans, The Calling Blackbirds, Taylor's Gold Rings and Eight Maids Off Duty. Guests will also receive a commemorative *Spirited Nights*

tote bag, Buffalo Trace merchandise, holiday cocktail recipe card set and a gift bundle of five Buffalo Trace Bourbon Cream minis.

- **Buffalo Trace Bourbon Cream Christmas Tree Farm:** Grab the perfect holiday photo at this festive Christmas Tree Farm, a picturesque seasonal display perfect for capturing and sharing holiday memories with family and friends. Guests 21 and older can also enjoy complimentary Buffalo Trace Bourbon Cream tastings inside the Buffalo Trace Distillery Gift Shop.
- **Signature Family Holiday Activities:** Guests of all ages can enjoy family-friendly experiences throughout the season, including:
    - **Visits from Santa:** Santa Claus will welcome guests every *Spirited Night* evening before Christmas, offering families an opportunity to share their holiday wishes and capture festive photos.
    - **Letters to Santa Workshop:** Children can write their holiday wish lists, stamp their letters and send them on their way to the North Pole and take pictures by the Barrel Christmas Tree.
    - **Homemade Hot Chocolate & Holiday Storytelling**: Guests can purchase homemade hot chocolate from the John G. Carlisle Café and customize their cup at a festive toppings bar before heading upstairs to the Café Clubhouse for a reading of *'Twas the Night at the Trace*, an original holiday story featuring Thunder the Buffalo and a little Buffalo Trace Christmas magic.
    - **Reindeer Games:** A collection of barrel-inspired holiday games handcrafted by the Distillery's Whiskey Woodcraft artisans, including Rudolph's Ring Toss, Santa's Workshop Plinko, Bung Hole and Snowball Barrel Toss, complete with handcrafted wooden prizes.
- **Spirit of Giving Trees:** New this year, Buffalo Trace is making spirits bright for organizations that support the Franklin County community. Each participating nonprofit will be represented by a tree inspired by its mission and receive a $1,000 donation from the Distillery. Guests can also "Share the Spirit" by voting for their favorite, with an additional donation going to the Guest Choice organization.
- **Holiday Shopping:** Visitors can check off their holiday shopping lists at the Buffalo Trace Distillery Gift Shop, which features extended hours and expanded online options throughout *Holidays at the Trace.* Festive holiday items include:
    - **Apparel:** A selection of t-shirts, sweatshirts, hats and other seasonal styles featuring fan-favorite brands, including Buffalo Trace, Weller, Eagle Rare and more.
    - **Specialty Gifts:** Unique gifts for bourbon enthusiasts and beyond, including crystal glassware, specialty chocolates, new Holiday items, Buffalo Trace Bourbon Cream gift sets, and accessories for dogs.
    - **Custom Woodworking:** Handcrafted keepsakes from the Distillery's Whiskey Woodcraft team, including personalized barrel heads, wooden coasters and cocktail muddlers made from authentic bourbon barrels.

"The holidays are about the moments we share with the people who matter most," said Tyler Adams, Buffalo Trace Distillery General Manager. "For 28 years, Holidays at the Trace has brought families, friends and neighbors together to celebrate the season. Each year, we look for new ways to make the experience even more memorable. Whether it's a child's first visit with Santa, families enjoying the lights or friends learning more about our bourbons, we hope everyone leaves with connections that become part of their holiday traditions for years to come."

Items can be purchased in-store or online and shipped nationwide. To shop online, visit shop.buffalotracedistillery.com. Guests are also welcome to visit Buffalo Trace Distillery for its regular tour experiences, including a new Discover the Trace: Bourbon Cream for the Holidays cocktail class and tasting/pairing experience or enjoy a meal at the John G. Carlisle Cafe, open daily from 11 a.m. to 3 p.m. For more information, please visit www.buffalotracedistillery.com/visit-us/distillery-tours.

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About Buffalo Trace Distillery

Buffalo Trace Distillery is an American family-owned company based in Frankfort, Kentucky. The Distillery's rich tradition dates back to 1775 and it is a National Historic Landmark, as well as listed on the National Register of Historic Places. Its history includes such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Buffalo Trace Distillery is a fully operational Distillery producing bourbon, rye and vodka on site. The Distillery has won more than 40 distillery titles since 2000 and garnered more than 1,000 awards for its wide range of premium whiskies. Its William Larue Weller, Stagg, Eagle Rare 10, and Thomas H. Handy received Gold Awards at the 2025 International Wine & Spirits Competition and its flagship Buffalo Trace Bourbon received a Master Medal at the 2025 Global American Whiskey Masters. Buffalo Trace Distillery has a deep commitment to supporting charitable initiatives. Nonprofit organizations interested in learning more about the Distillery's efforts are encouraged to register their charity here. To learn more about Buffalo Trace Distillery, visit www.buffalotracedistillery.com. To download images from Buffalo Trace Distillery, visit www.buffalotracedistillery.com/media-kit.